

IN THE SPECIFICATION:

Please make the following amendment(s):

On page 7, please replace the 3<sup>rd</sup> paragraph, beginning with FIGS. 1(A)-(C)", with the following paragraph:

FIGS. 1(A)-(C) show some illustrative vehicles 10 that can be employed in some illustrative embodiments of the invention. In this regard, FIG. 1(A) is a front perspective view of one illustrative embodiment in which a bus is adapted to implement features of the invention, FIG. 1(B) is a front view of another illustrative embodiment in which a truck having a rear cargo trailer (e.g., which may or may not be entirely enclosed) is adapted to implement features of the invention, and FIG. 1(C) is a side view of another illustrative embodiment in which a trailer (e.g., which may or may not be entirely enclosed) is adapted to implement features of the invention, which trailer, with connection CM, may be pulled or the like by any appropriate vehicle, such as, e.g., a car, a truck, a tractor and/or any other appropriate vehicle. It should be understood that FIGS. 1(A)-(C) show a few illustrative vehicles and various embodiments can be employed using any sort of vehicle, as long as the vehicle is capable of being mobile, such as, e.g., even including water driven vehicles (e.g., boats), air driven vehicles (e.g., planes) and/or other appropriate vehicles. Some illustrative vehicles can include, busses, trucks with attached "boxes" as cargo holding areas (such as, e.g., vehicles commonly called "box vans" or "box trucks"), tractor trailer trucks (including, e.g., those having a truck cab and a separate removable box), and/or the like. In some embodiments, the vehicle can include a vehicle body or body unit (such as, e.g., a trailer or the like structure which may include a display area such as, e.g., described herein) that is attachable to a cab or drive unit (such as, e.g., having a fuel driven motor, a driver area and/or the like). In this regard, in some embodiments, a body unit can be located at a desired

location for a particular period of time (such as, e.g., one or more days, weeks, and/or months) and can be transportable by attachment to a cab or drive unit. By way of example, a body unit could include a structure similar to a mobile home, a camper, a UHAUL trailer and/or the like having a hitch mechanism or other attachment means for towing the body unit, while the drive unit could include, e.g., a truck with a corresponding tow hitch or the like connectable thereto. In some embodiments where a vehicle or a body unit are located at a particular site for an extended period of time, the vehicle or body unit can, if desired, be loaded with items (such as, e.g., display items and/or storage items [i.e., if storage items are stored]) by another vehicle, which may, e.g., be used to replenish the supply by transporting items from a warehouse or the like).

On page 9, please replace the 2<sup>nd</sup> paragraph, beginning with “In the embodiment”, with the following paragraph:

In the embodiment shown in FIG. 2, the vehicle 10, with connection CM, includes a plurality of areas. A first area A1 is provided for the display and presentation of items, such as, e.g., mattresses 20. A second area A2 is provided for the storage and retrieval of display items to be provided to and returned from the first area A1. In the embodiment illustrated in FIG. 2, the area A1 is separated from the area A2 by a separation wall W1. While this separation can be beneficial from the perspectives of a) aesthetic appeal of the display area A1 and b) separating components within A2 from the consumer, in some embodiments the areas A1 and A2 can be areas within in a common open area. In addition, in some embodiments, the areas A1 and A2 can be areas within a common open area. In addition, in some embodiments, the areas A1 and/or A2 can each include a plurality of independent areas at a plurality of locations within the vehicle 10.

On page 10, please replace the 3<sup>rd</sup> paragraph, beginning with “FIG. 2”, with the following paragraph:

FIG. 2 shows an illustrative a mechanism M 30 for selective presentation of furniture items (in the illustrative example, mattresses) in said furniture display area A1 for selective presentation to a consumer (consumer not shown). In this first illustrative example, the mechanism 30 includes a conveyor 30C having a conveyor belt, chain or the like (shown in dashed lines) rotatably supported on gears 30G as shown. A plurality of translational support members 30T (such as, e.g., including telescoping members and the like) are fixedly attached to said conveyor in a manner to move in a generally orbital path along with the movement of the conveyor, such as, e.g., as shown by the bold double-headed arrows in FIG. 2. The support members 30T each support a respective item of furniture (e.g., a mattress as shown). In this manner, the conveyor can be driven via a drive mechanism, such as, e.g., a motor (not shown) until a desired furniture item is aligned with an opening in the wall W1. Then, the support member can be extended so as to move the desired item (i.e., a mattress in the illustrative example) to the area A1. In this example, the desired test mattress is extended through an opening or door Dr so as to be presented upon a suitable stand ST (such as, e.g., a platform, a bed frame or the like) for testing by a consumer. In this regard, the consumer (not shown) can then freely rest upon the test item as desired (e.g., to try it out).